

OFFICIAL**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of : HYUNG-SIK CHOI et al.

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Application No. : 09/507,093

JAN 09 2004

Filed : February,17,2000

For : ADVERTISING METHOD USING
SOFTWARE PRODUCTS

Examiner : M. Kemper

Attorney Docket No. : YPLA0002

No fee is believed to be due. However, the Commissioner is authorized to charge any fees required in connection with the filing of this paper to account No. 50-0710 (Order No. YPLA0002).

STATEMENT OF THE SUBSTANCE OF INTERVIEW

Assistant Commissioner for Patents
Washington, DC 20231

Dear Sir:

In response to the Interview Summary dated December 10, 2003, Applicant submits the following statement of the substance of the interview.

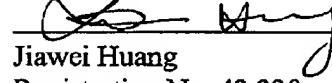
A telephonic interview was conducted between Jiawei Huang and Examiner M. Kemper on October 22, 2003. Claim 1 was discussed in view of prior art Horstmann and Petrecca. No agreement was achieved with respect to the claims.

During the interview, the undersigned argued that the proposed combination of Petrecca and Horstmann is improper because there is no suggestion or motivation for such combination and the concept of permanently inserting an ad into a software program during the making thereof would be against the intended purpose of Horstmann of showing varying advertisements

to retain the interest of the user, that would destroy the mode of operation of Horstmann. Examiner Kemper disagreed with the argument and indicated that having the subroutine of Pettrecca in Horstmann's software program would allow showing advertisements during periods where the user is not connected to the internet and, in this combination, Horstmann is not prevented from accessing the internet anymore than is described in the reference burt sponsors can still be assured that the user is viewing their advertisements.

Respectively submitted

Date: 1/9/2004


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CERTIFICATE OF TRANSMISSION

January 9, 2004

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Appl. No. :	09/507,093
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Pages :	Cover + 2

BY FACSIMILE ONLY

Fax No. :	703-872-9306
Attention :	EXAMINER : KEMPER, MELANIE A. Commissioner for Patents
Group Unit :	3622
From :	Jiawei Huang, Reg. No. 43,330
MESSAGE :	Enclosed herewith is a Statement of the Substance of Interview in 2 pages.

Sir:

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office on January 9, 2004 at the above indicated fax number.

Sign by: Michelle Chang
Michelle Chang

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